

CHILDREN'S SERVICES COUNCIL OF PALM BEACH COUNTY
August 1, 2019 Council Meeting – immediately following Council Workshop
Agenda

Agenda Item:

Reference #:

1. Call to Order

- A. Invocation
- B. Pledge of Allegiance
- C. Presentations – N/A

2. Minutes

- A. June 27, 2019 Council Meeting

1

Recommendation: I recommend the Council approve the Minutes of the June 27, 2019 Council meeting as presented.

3. Public Comment – Agenda Items

4. Council Committees:

- **Finance Committee**
 - **For informational purposes only; no action required**
 - **Quarterly Investment Report – June 30, 2019**
 - **Approval needed**
 - **Minutes – June 27, 2019**
 - **Financial Statements – June 30, 2019**
- **Personnel Committee – N/A**

5. Consent Agenda

- 1. Additions, Deletions, Substitutions
- 2. Items to be pulled from Consent Agenda
- 3. Adoption of Consent Agenda and walk-in Warrants List

A. Program

- 1. Late Charge – Urban League of Palm Beach County

2

Recommendation: For informational purposes only; no action required.

- 2. Late Charge – Parent Child Center, Inc., Triple P and Teen Triple P

3

Recommendation: For informational purposes only; no action required.

- 3. Resolution #19-020 Approving Establishment of Charge for Failing to Properly Screen Policy

4

Recommendation: I recommend the Council approve Resolution #19-020 and Exhibit "A" adopting the Charge for Failing to Properly Screen Policy, to be effective October 1, 2019, and remain in effect until modified.

B. Business

1. Warrants List

5

Recommendation: I recommend the Council approve the Warrants List, in accordance with the established budgets for each of the expensed items, as presented.

C. Proclamations – N/A

6. **Non Consent Agenda**

A. Business

1. Discussion of the Council's Role with Respect to the General Counsel

6

Recommendation: I recommend the Council approve staff's recommendation.

B. For Informational Purposes Only – N/A

7. **Walk-In Items**

8. **Chief Executive Officer's Report**

9. **Legal Reports**

10. **Public Comment – Non Agenda Items**

11. **Council Comments**

12. **Adjournment**

AGENDA ITEM SUMMARY
August 1, 2019 Council Meeting

AGENDA ITEM: 2A

TITLE: **Minutes** – June 27, 2019 Council Meeting

RECOMMENDATION:

I recommend the Council approve the Minutes of the June 27, 2019 Council Meeting as presented.

CHILDREN'S SERVICES COUNCIL OF PALM BEACH COUNTY

June 27, 2019, 4:30 p.m.

MINUTES

1. Call to Order

Chair Weber called the meeting to order at 4:30 p.m.

Present:

Thomas Bean

Vince Goodman

James Martz

Debra Robinson, M.D.

Jose Luis Rodriguez

Thomas P. Weber

Excused: Donald E. Fennoy II, Ed.D.; Dennis Miles; Melissa McKinlay

A. Invocation – led by Vince Goodman

B. Pledge of Allegiance – led by Chair Weber

C. Presentations

Chair Weber congratulated the following staff for their Service Anniversaries:

- Randy Palo, 25 years
- Lolita Jackson, 15 years
- Amy Lora, 10 years
- Natasha Martinez, 5 years

Chair Weber shared a farewell to Judge James Martz, as this will be his last meeting as a Board member.

Chair Weber stated that there will be a change in the order of the presentations. The Great Ideas Initiative Growth Fund Project Recipient presentation will be shared first.

1. Presentation of Great Ideas Initiative Growth Fund Project Recipient – LaNita Sander, Community Planning and Partnerships Officer; Dr. Colette Brown Graham, T. Leroy Jefferson Medical Society, Board Member and Scholarship Committee Chair; Dr. Roger L. Duncan, III, T. Leroy Jefferson Medical Society, Board Member and Youth Development Services Committee Chair; Laurel Dalton, T. Leroy Jefferson Medical Society, Executive Director.

Comment: Dr. Robinson stated that she fully supports this organization and the work they do, especially introducing middle school students to career options.

Comment: Thomas Bean stated that he also supports the work of this organization and shared specifically the great work they have done at Howell L. Watkins Middle School.

2. Presentation of Kindergarten Readiness Outcome Analysis – Lutheran Services Florida, Head Start Program – Kim Lu, Evaluation Officer; Nancy Esparza, Program Officer.

Q: Regarding the percentage of Black children served and not having an impact on being Kindergarten ready, do you have a timetable or plan on what will be done to address this?

A: We have educated guesses about what could be some of the contributing factors and we are looking at how we can address these. This analysis provided an opportunity to look at areas where we can improve in the future and strategies that we can adopt.

Q: Are there similar comparison numbers that we can look at in other counties or states?

A: We will look at this.

Q: In the blue and orange bar graph, are these “non-LSF-HS” children who had pre-school education but not as part of the Head Start program?

A: Yes, these children are part of the School District database, however, we do not know what this group of children in the School District had as previous education.

Q: Do you know what curriculum Head Start uses?

A: Dr. Julian Serrano stated that Head Start uses a Creative Curriculum. It was noted later that this is being changed to Frog Street Press.

Q: Are the Black children represented in the blue graph multi-generation African-American children in this country or first-generation African-American?

A: We will look at the information we have from the School District database and will come back to this.

The data that we have available on school readiness is what the State of Florida uses, the STAR Early Literacy. When we look at historical national data for Head Start, it includes gains in the social emotional area, high-school graduation and employment later in life. In the case of the outcome analysis that was presented today, it was based on only one outcome indicator that we had available. What we presented last month related to our Strong Minds data also showed on the same measures that Hispanic children seem to achieve at a higher rate than Black children. We will be going back to look at more data related to family circumstances and other factors.

Q: Is the Kindergarten readiness data provided today only for 2016-17 and for 2017-18 on STAR early Literacy?

A: Yes.

Q: When will we have more recent information?

A: The Early Learning Coalition recently presented more recent local data on the impact on Riviera Beach.

Comment: Dr. Robinson shared that data from 2017 vs 2018 in Kindergarten readiness for all the communities in PBC only showed gains in Riviera Beach. Private

PreK providers set a three year goal since the PreK Collaborative initiative was started. They showed that the educators identified more with the children that they are serving, meaning poor Black children compared to the School District. They had a genuine interest in this assessment because they understood that these are part of their own community and understood that their success is part of their community survival exercise. They believe that the work together with the Early Learning Coalition and the CSC who came to listen to the people that where actually doing the work had an impact. We need to analyze how the adults are looking at this work and the impact it has in the community. We don't have to have certified teachers to teach PreK students and it was proven in Riviera Beach.

2. Minutes

A. May 23, 2019 Council Meeting

A motion by Bean/Goodman to approve the Minutes of the May 23, 2019 Council meeting as presented was approved by unanimous vote.

3. Public Comments – Presentations

Captain Bob Bjulas, new Executive Vice President for Lutheran Services Florida, Inc. for children and Head Start Services

He comes from the US Public Health Services. For the last seven years he oversaw several Head Start programs in different regions across the country. He oversaw all the programs in the American and the Alaskan Natives out of Washington, D.C. in 26 states and most recently from Atlanta overseeing the largest region in the country. He was blessed to receive a call from Lutheran Services and to have the opportunity to come back home to Tampa where his family was located. He thanked CSC for its commitment to our children and families, as well as Dr. Serrano's commitment to the children and families and to our community. He has seen commitment, love and dedication by staff and by the CSC and other entities across the state. Looking at the research, he agrees with many of the comments made in regards to the curriculum and taking a deep look at race. Head Start provides comprehensive services, not only PreK ready, but also looking at nutrition, mental and emotional health, medical and dental. Many of the families would not be receiving those services without Head Start. We have parents that are making commitments every day to ensure that children are getting to school. He thanks those parents and thanked the CSC for their financial support, as well as for their commitment in the community and for Palm Beach County.

Q: What improvements are you planning on implementing?

A: We plan on changing the curriculum. We are just starting the process to change to Frog Streets Press. This curriculum is a better curriculum for the children and families and also for the staff. It is a self-guided curriculum set up for the children and for the staff to be able to teach. We are also looking at the services that we provide. We serve about 6,000 children across the state and that is only one piece of Lutheran Services Florida. I want to first understand all the services that we are providing and also to make the necessary changes. Studies like this one and national research, as well as community assessments, are helpful to identify our challenges and strengths.

Kenia, Head Start parent.

My daughter attends a Head Start and as I look at the study, I had to advocate for my daughter to have a brown teacher. A lot of brown teachers don't speak English well and it is a communication barrier. If you don't have someone that speaks English, it doesn't matter what curriculum you have, you will not be able to communicate. I give praise to someone that listened to me and now my daughter has a white teacher and a brown teacher and she is now succeeding and surpassing the reading expectations for a 4-year old. We need to have only people that speak fluent English teaching to our African-American children. I was shocked with the statistics showing that there were no gains for African-American children.

Joseph Sophie, Senior Aide to County Commissioner Melissa McKinlay

Speaking on behalf of Commissioner McKinlay. She is currently at a very long marathon-zoning meeting. Also wanted to share on her behalf her excitement about the passage of the needle exchange program Governor DeSantis signed into law yesterday. The League of Cities ratified a Palm Beach County Ordinance, which is coming before a public hearing with final adoption on July 2.

4. Council Committees:

- Finance Committee

Thomas Bean shared the following items from the Finance Committee meeting:

After the departure of Tom Lynch, we had an election for new officers for this committee and Thomas Bean was named as the new chair and Tom Weber as the new Vice-Chair.

The Finance Committee recommends Council to approve the May 23, 2019 minutes and the May 31, 2019 Financial Statements.

The Finance Committee also reviewed the monthly investment report for the month ending May 31, 2019 in accordance with the Investment Policy, no action is required.

The Finance Committee was informed that the Florida Education Investment Trust Fund has changed its name to Florida Public Assets for Liquidity Management (Florida PALM), no action required.

The Finance Committee reviewed three CSC proposed 2019-2020 budget scenarios, which including the following assumptions:

1. Estimated property taxable values increase 5.5% over the prior year budget, which was originally projected at 5.9% in April 2019. The Property Appraiser provided that estimate on May 25th.

Additional assumptions can be found on page 27 of the Finance Committee packet.

Earlier today the Property Appraiser certified the estimated property value and it is an increase of 6% over prior year. This is approximately \$500,000 more in ad valorem revenue.

After discussion of the three scenarios, the Finance Committee recommends the Council tentatively approve the proposed 2019-2020 CSC annual budget and authorize CSC to provide the Property Appraiser with a tentative millage rate of .6497 contained in the budget.

A motion by Goodman/Robinson to approve the Finance Committee report as presented was made.

Q: Jose Luis Rodriguez, Esq. asked if this motion is to accept the report of the Finance Committee or to ratify that we agree with proposing a higher millage rate to the Property appraiser? If it is, I think that should be a separate item that Board members can vote on. I do not agree that we should raise or even propose tentatively to raise the millage rate.

A: The General Counsel's suggestion is to have a motion to split that item from the report, to vote on the report, and come back to vote on the millage.

A motion by Rodriguez/Robinson to pull from the report of the Finance Committee item 4, which addressed the millage rate, and that we vote on the millage rate separately was approved by unanimous vote.

A motion by Rodriguez/Bean to adopt the Finance Committee Report excluding item #4 was approved by unanimous vote.

Q: The deficit that you were trying to address by increasing the millage rate was about \$1.5M? This is from page 27 of the Finance Committee notebook. You are projecting a \$1.3M reduction and that is part of the justification for raising the millage to .6497 but the estimates came in an extra \$500,000 higher than we thought, so are we really only \$800,000 below in the projection now?

A: There is a \$1.3M reduction from the Healthy Start Coalition and then a \$500,000 reduction for when the first letter came from the Tax Appraiser that went from 5.9% down to 5.5%. That was what this was based on. This morning we received the certified preliminary taxable values, which went up by half a million. We still have the \$1.3M shortfall minus the additional increase in revenue that we are going to get now. Jose Luis Rodriguez, Esq. stated that we are still at \$1.3M deficit.

Comment: Jose Luis Rodriguez, Esq. stated that his only question for discussion and consideration is that we have unspent rollover money every year. I don't see why we need to increase the millage rate to make up that deficit. Philosophically, I don't think that the first reaction should be to raise the millage rate because what some of the estimates that I have here is it is going to be only a couple of dollars for household but that doesn't take into account that if property values go up it's a couple of dollars on top of the hundred or two hundred that you may be paying higher in property taxes. I'm also starting to read about inverted yield curves signaling a recession so another reason why I'm opposed to it is if we are heading towards an economic downturn, when people are going to be strapped for money and living paycheck to paycheck and they are going to get a hit, the last thing government should be doing is trying to say let me get more money to stay where I am. So, I think that we need to philosophically start shifting our mindset for the next couple of years if we do go into recession into reducing our budget vs increasing the millage to keep our budget the same. I know that this may impact some services on the margin, but we are going to need to have that discussion more.

Comment: Thomas Bean stated that the fund balance is a floor and that is in order to ensure that should there be any kind of interruptions for economic and natural disasters, that we are able to provide those services. I look at this as what the millage cap will be moving forward since we can always trim that down at the TRIM hearing. It establishes some certainty around where we are going because I am concerned about the possibilities of a downturn that may come within the next year. I would also be concerned about certain services that we would have to do away with at that time and especially at a time when we would have even more people needing those services. I look at this as being more conservative and certainly lower than a millage rate that we have had for much of the past close to a decade. That is why I feel comfortable advocating for it. It gives us more "wobble room", which we can address if we and the Council feels we should at the TRIM hearing. We set a bar moving forward to establish a budget and one that gives us some opportunity to either address funding needs that come up or address any potential fund balance needs moving forward.

Comment: Jose Luis Rodriguez, Esq. stated that he is looking back at numbers from 2008 all the way through 2018 and I would say we have consistently for the past decade have left over \$10M as high as \$23M but more recently a minimum of \$11M in unspent money every year consistently. I would argue you can take the \$1.5M from any projected unspent money this year and if the trend continues that we are continuing underspending to the tune of the \$11M a year, that still leaves you another \$11M to make up for any loss of services or emergencies and that doesn't even take into account the contingency reserve that you have for emergencies like hurricane or anything else. That is why I am opposed to this.

Chair Weber reminded the Council that today's decision is to adopt a recommendation. At the TRIM hearing we could go down but we cannot go up. His recommendation is for us to go forward with this with the idea to look at it more when we are making a final decision, since at that point we can always come down if we feel that is what we want.

Q: Jose Luis Rodriguez, Esq. asked "How much do we currently have left in under expenditures for this fiscal year? Under expenditures that we think we are not going to spend? If our trend in under expenditures continues for the rest of this fiscal year, how much money do you think we are going to have in under expenditures at the end of this fiscal year?"

A: It is a difficult question to answer. I have about \$1M that I know is unspent, however, I do know that the Great Ideas Initiative is coming up and that represents \$800,000 of that. We will have probably another \$1M that may be unspent. There will be a couple of million but it is difficult to say. We have 8 months of data in and reimbursements don't come in exactly even throughout the year. It will not be as much as we have seen in the past. The tax collector doesn't come back in until the end of October and we don't know what that number will be. We can't control this number and we can't spend it, either. We also don't spend the contingency money and that falls under the under expenditures. There are things like that that would naturally fall under the under expenditures. On the children's program side we have \$1M now and we would probably have another \$1M and we have the \$800,000 that will be spent for the Great Ideas Initiative. We also made a commitment for \$500,000 for summer camps should that come to fruition so that is another thing that is possible.

Jose Luis Rodriguez, Esq. clarified his prior comment. I am not advocating that if the economy takes a downturn moving forward, that we should be slashing programs or cutting programs, that is not what I am advocating. What I am advocating is that the first step as we head into an

economic downturn should be finding efficiencies first, addressing providers that are not performing the way that they should and maybe shouldn't fund those contracts and address trying to find savings first before we move forward with raising the millage rate.

Lisa Williams-Taylor stated that we examine program performance on a regular basis.

Jose Luis Rodriguez, Esq. stated that he knows we do.

Thomas Sheehan stated that the following are two other items that were discussed at the Finance Committee Meeting:

The interest revenue projected for 19-20 is the best number we have gotten today from PFM, our investment advisor. The number that they were basing that on was the two-year interest rate at 1.87 (corrected by the CFO to 1.84). We don't know what it is going to be by September, but it is an area of potential movement.

The other area that was also mentioned had to do with the Healthy Start Coalition. We are projecting at least \$1.3 million but we have very little information on that because at this point we only have two invoices. A few more months between now and September will be good to see if we need to revise this projection for this fiscal year.

Q: What does staff recommend regarding the budget?

A: Staff recommends a millage rate of .6497 because as we have mentioned, we can always go down from that. We do have concerns about not having some room when the economy turns and we would be faced with cutting programs when families need them the most.

A motion by Goodman/Bean to adopt the Finance Committee recommendation for the 2019-20 Budget including a millage rate of .06497 was approved by a majority vote, Jose Luis Rodriguez, Esq. voted against and Judge Martz abstained.

- Personnel Committee N/A

5. Consent Agenda

1. Additions, Deletions, Substitutions – N/A
2. Items to be Pulled for Discussion – Agenda item 5A(1) (Reference #2) and Agenda item 5A(8) (Reference #9) were pulled for discussion purposes.
3. Adoption of the Consent Agenda and Walk-in Warrants List

A motion by Goodman/Robinson to approve the Consent Agenda with the exception of Agenda item 5A(1) (Reference #2) and Agenda item 5A(8) (Reference #9), and the Warrants List was approved by unanimous vote.

A. Program

1. Resolution #19-012 Authorizing 2019-2020 Media Expenditures in Excess of Annual Cumulative Total of \$100,000

Q: Dr. Robinson stated that she wanted to let the Council know that she sent an email to the CEO with a couple of questions regarding this agenda item. She expects that this is added to the minutes.

A: We were able to get some information already in terms of the number of contracts specifically related to this agenda item. One of the questions was related to all the media expenditures over \$100,000. For the past two years, these have been in the area of billboards that have been placed throughout the County and also on digital media expenses across multiple platforms.

Q: Dr. Robinson wants to be able to see the expense of the media outreach and who the target audiences are, as well as how we measure success. She wants to let the Council know our findings and also if we can consider a streamline process for when a Council member has a question related to an agenda item before a Council meeting and how we can share with the full Council the question and answer ahead of the meeting.

A: When a Board member asks to share information broadly we have either included it in the CEO Report with a Memo stating the question and the answer. We can do that for all questions. Sometimes it is pertaining to a small item for clarification and we ask that you let us know if you want us to share with the Board and we can definitely do that.

Q: Dr. Robinson stated that she is used to the School District, where they submit Board questions on the school.org and it goes to all the people and when they answer the question it goes to the entire Board. It is a way to work on this while complying with Sunshine Law. It is a way to teach each other.

A: Thomas Sheehan stated that this could be done. One issue could be timing, since we send the Council notebook out one week before the Council meeting. We could via email, send the question out to all Board members. Whether we will have the time needed to answer all the questions needed within the timeframe is a question.

Comment: Dr. Robinson suggested to share the answers when we send the Walk-In Warrants the day before the Council meeting. She feels that sometimes she has questions that she doesn't necessarily feel they need to be discussed during the Council meeting, as they are procedural questions.

A: This can certainly be done.

A motion by Bean/Goodman to approve Resolution #19-012 was approved by unanimous vote.

8. Resolution #19-018 Agreement with School Board for Mental Health Assistance

Q: This is a request to expand mental health services in schools. Can you please explain more?

A: Last year the Council may recall that we entered into an agreement with the School Board and the provider Center for Child Counseling to provide mental therapists to the elementary schools located in the BRIDGES areas. This agenda item is simply allowing us to re-enter into an agreement with the School District to ensure that we can continue with those services for

this school year. This is a continuation, not an expansion. We have been able to co-locate mental health therapists throughout the year and this would allow us to continue to make sure that these services are uninterrupted in the upcoming school year.

Q: How do we use this program?

A: The therapists are located on the campus of elementary schools. They work with school-based teams, can receive referrals from teachers and families and will actually go out to do classroom observations and be part of the school campus environment.

Q: Is this for Kindergarten through high school?

A: Our current funding is focused on elementary schools located in the BRIDGES areas. The School District does have contracts in place with other mental health providers that are located in some of the middle and high schools.

Q: Is this program adequately funded?

A: That was one of the reasons why the School District asked for an increase in millage to have a recurring funding stream that could increase the mental health support across all of the school campuses and currently are in the process of hiring professionals for all the schools in the public school system, including elementary, middle and high schools. We are an initial piece because we knew that it was going to take time for everything to come together and wanted to ensure that the elementary schools located around the BRIDGES sites had the mental health support needed.

Q: In terms of the budget and these plans, are these costs considered?

A: Yes, we do have the allocation set aside to continue this support in schools.

Q: Judge Martz stated that he is hearing that the School Board has been allocating counselors to all the public schools in Palm Beach County and there has been a lot of discussion on what will happen to Charter Schools. Is this augmenting those efforts or supplanting those efforts for elementary schools?

A: This is considered an augmentation. Each of the schools will have a professional that can range in terms of their background and their ability to provide services. At this point, there will be 60 schools that will have co-located mental health therapists on site and the School District is also in the process of bringing on 40 more co-located mental health therapists. They are continuing to expand the footprint and our commitment was last year when there were insufficient dollars to ensure coverage and allow sufficient time for transition. An augmentation now but moving forward in the next school year we will not continue to provide support. It will be the School District's decision to continue funding those schools.

Comment: Dr. Robinson stated that the School District has multiple layers of social emotional support. She is creating a chart to try to figure out who is doing what. They have these co-located services and a future investment in school psychologists. She expressed a concern about racial bias in the field of psychology and social workers. She knows that they are trained on racial bias. When she was in med school she had a professor that said that if you take a standardized test and the person has mental illness and they are Black, just mark paranoid schizophrenia. That was decades ago, but this field has not evolved that far.

Professionals talk about ACEs scores and childhood trauma but they don't feel it. They are looking at children all too often as "what is wrong with you", instead of "what happened to you" and "how do I help you". We are working to change how we enter into the mental health arena so that we can hear about what they are doing and we can see what are the expected outcome measures. Mental health professionals want us to trust them to do their work but we can't because they are harming the children by pathologizing them. Her favorite example is the conduct disorder vs the oppositional defiant disorder. Conduct disorder children grow up to be sociopaths and when you look at the data there is a racial bias in who gives this diagnosis. She saw this in the VA on who was diagnosed with PTSD vs who was diagnosed with anxiety disorder not specified. We can't just trust the mental health professionals. At the School District, some wanted to write contracts for three years and we decided that we are only going to do them for one year so that we can evaluate them every year. Through the Riviera Beach PreK Collaborative we had 25 PreK providers from the Riviera Beach private sector come and have 5 hours each Saturday on a training in early literacy that was fantastic. They didn't know that they were getting paid until the end. On the second Saturday she asked them how can we support you. The third item they talked about were the therapists. The therapists going in the PreK centers to help 3 and 4 year olds told stories that we don't want to have in the record about the true disconnect between the therapist and not understanding the child and several teachers said that the children were worse after seeing the therapist. We have to be clear that there is bias and not only racial and socio-economic, but people can be traumatized by those that are supporting the mental health support system.

Q: Jose Luis Rodriguez asked Dr. Robinson if she supports this resolution in terms of how we are spending this money and how we are partnering?

A: Dr. Robinson answered affirmative.

A motion by Rodriguez/Bean to approve Resolution #19-018, was approved by unanimous vote.

B. Business

1. Warrants List – Approved by Consent

6. Non Consent Agenda

A. Business – N/A

B. For Informational Purposes Only – N/A

7. Walk-In Items – N/A

8. Chief Executive Officer's Report

- CSC and provider staff invited to present at quarterly statewide DOH call
- Funding and services to support the developmental needs of young children
- Communications Update:
 - a. Pictures of some of the book distribution events

- b. Social media initiative to engage Palm Beach County elementary schools and five schools receiving additional 250 bonus books
- c. New radio outreach
- d. Creole and Spanish landing pages for EveryParent
- e. New Teen Pregnancy Prevention Posters
- f. Summer Theater Promos
- g. We just got numbers for our EveryParent website and app and have now reached more than 10,000 account sign-ups, which includes 14,500 children. We have significantly surpassed our 2022 goal. Accolades were given to the Communications Team, who have done a great job at this.

Q: Regarding the Creole landing pages, the Google translation is not perfect. Are there going to be any efforts to make these transitions better?

A: We have the Creole and Spanish landing pages appropriately translated and we will be moving towards adding more translations to the page and are promoting through small Creole and Spanish ads that have visual words and directing them and linking them to the landing pages, which are properly translated.

9. Legal Reports

1. Annual Financial Statements Filing Reminder: Due July 1st
2. Motion to ratify actions taken at the April, 2019 Council meeting

A motion by Bean/Goodman to ratify actions taken at the April, 2019 Council meeting was approved by unanimous vote.

3. Thomas Sheehan, General Counsel, announced his intention to accept the early retirement offer that was made to all CSC employees this year and will be retiring at the end of December this year. Debra Gotlib, currently one of the Directors for Program Performance and an attorney who has worked with the state of Florida Children's Legal Services and the Staff attorney at DCF has been promoted to General Counsel and Chief of Legislative Affairs. Debra and Tom have worked for almost three years on succession planning to get her ready for this and the transition going forward will continue until the last day that he is here. He stated that it has been an honor serving this Council and will miss everybody here.

Comment: Judge Martz stated that because of his role he has worked with many attorneys and has not seeing anyone as diligent and knowledgeable as Mr. Sheehan in the role that he plays. We have been very fortunate to have him and he is glad that he had the opportunity to work with him.

Comment: Dr. Robinson offered best wishes to Mr. Sheehan. She stated that this creates some procedural issues comparing to the School District and other public entities whose Boards she has been on from time to time. It troubles her that this position was not competed. She understands the mentoring and so forth and is not taking anything away from that, but it bothers her as a public entity getting public dollars that it was not competed. It bothers her that we are not voting on this appointment as the General Counsel. We are a public entity and we are in the Sunshine.

Mr. Sheehan confirmed that we are a Sunshine entity. The way that the bylaws and our procedures are set up is that the Board hires and can fire the CEO. Everybody else is hired by the CEO in terms of employees. When he was an outside Counsel there was an annual contract that the Board signed-off on. Since becoming an employee, he reports to the CEO. This would be a change in our practices in terms of employees if the Board were to be involved in that. He understands that a number of entities are set up differently, having their General Counsel reporting directly to the Governing Board.

Comment: Dr. Robinson stated that she is not only talking about the General Counsel. She hasn't yet found a job description for the General Counsel. She should have reviewed all the policies and details some time ago. She requested that whenever and whoever replaces Mr. Tom Lynch comes on board that we have a conversation around this because the School Board itself has three employees, the Superintendent, General Counsel and the Inspector General. They also vote on each and every Principal. They technically vote on every teacher even though they don't see their names, including 4,332 renewed. She is trying to understand and balance that and figure out what is the appropriate advocacy when we are dealing with public dollars because it is almost like we are operating as a quasi-private but public entity. This is her opinion, and when we have the workshop she will bring that for discussion to support her position. It bothers her that we are not even ratifying this, it is announced to the Board. If it wasn't public dollars it would not bother her. She thinks we should discuss as a Council.

She is really glad Mr. Rodriguez pulled the action item from the Finance Committee because to her it seems messy that if we accept the report of the Finance Committee we are accepting the action that they are recommending without it being separate. She thinks that there is some cleaning up that needs to be done. She doesn't want us to be open for that criticism.

10. Public Comment – Non-Agenda Items – N/A

11. Council Comments

Judge Martz stated that the support that the CSC provides to the dependency system is outstanding. We are probably per capita the highest supporter of our dependent children in the State of Florida and that is something that makes him incredibly proud to say that he is part of this organization. He thanked the CSC and the Board for supporting our dependent children.

12. Adjournment

The meeting was adjourned at 6:37 pm.

Vincent Goodman, Secretary

Lisa Williams-Taylor, Ph.D., Chief Executive Officer

AGENDA ITEM SUMMARY
August 1, 2019 Council Meeting

AGENDA ITEM: 5A(1)

TITLE: **Consent Agenda – Program**
Late Charge – Urban League of Palm Beach County

CSC STAFF: Lorraine Monts, Budget Specialist
Alexandra Peralta, Program Officer

SUMMARY:

Agreements between CSC and agencies contain provisions that require timely submission of monthly reimbursement requests as well as specific agency level documentation: annual audit, proof of insurances and fire inspections. In the event that an agency does not meet the timely submission requirement, a late charge of \$500 is imposed for each funded program.

The Urban League of Palm Beach County failed to timely submit its monthly reimbursement request three times in a rolling 12 month period. The rolling 12 month period may cross fiscal years. As such, a late charge of \$500 is applied to the Teen Outreach Program (TOP) for a total of \$500.

FISCAL IMPACT:

None.

RECOMMENDATION:

For informational purposes only; no action required.

AGENDA ITEM SUMMARY
August 1, 2019 Council Meeting

AGENDA ITEM: 5A(2)

TITLE: **Consent Agenda – Program**
Late Charge – Parent Child Center, Inc., Triple P and Teen Triple P

CSC STAFF: Tina Hallyburton, Program Officer

SUMMARY:

Agreements between CSC and funded agencies contain provisions that require timely submission of monthly reimbursement requests as well as specific agency level documentation: annual audit, proof of insurances and fire inspections. In the event that an agency does not meet the timely submission requirement, a late charge of \$500.00 is imposed for each funded program.

Parent-Child Center, Inc. failed to timely submit its fire inspection certificate. As such, a late charge of \$500.00 is applied to the following programs: Triple P and Teen Triple P for a total of \$1,000.00.

FISCAL IMPACT:

None.

RECOMMENDATION:

For informational purposes only; no action required.

AGENDA ITEM SUMMARY
August 1, 2019 Council Meeting

AGENDA ITEM: 5A(3)

TITLE: **Consent Agenda – Program**
Resolution #19-020 Approving Establishment of Charge for Failing to Properly Screen Policy

CSC STAFF: Thomas A. Sheehan, III, General Counsel

SUMMARY:

In the past, the Council has approved a policy for late charges for funded agencies that fail to timely submit documents (such as fire inspections, insurance policies, or audits). At the present time this charge is \$500 for each month documents are late per program, with the board chair of the agency being sent a letter stating the late charge is being imposed and the agency being required to explain in writing why it was late and what is being done to ensure this will not reoccur.

In updating the General Conditions for FY2019-20, staff has clarified the Level 2 background screenings requirements, which has been a requirement for a number of years, as well as adding language as to the steps a Provider must take if an employee is arrested for a disqualifying offense.

Staff is recommending that, due to the importance that Provider staff funded by CSC, in whole or in part, need to have a proper and timely Level 2 background screening, a compliance mechanism should be added. Rather than terminating a contract or creating a corrective intervention plan, staff is recommending that a \$1,000 fee be charged per employee for every “screening trigger event” (defined in the proposed policy attached as Exhibit “A”). Other than the amount and one-time nature of the charge, the process would be the same as for late charges. The proposed policy would be in effect at the start of the FY2019-20 contracts (October 1, 2019) and would remain in effect until modified or terminated by the Council.

FISCAL IMPACT:

Impact on CSC will be minimal. This is not an issue encountered often but staff believes that it is important to provide an appropriate deterrent for violation of this provision of the General Conditions.

RECOMMENDATION:

I recommend the Council approve Resolution #19-020 and Exhibit “A” adopting the Charge for Failing to Properly Screen Policy, to be effective October 1, 2019, and remain in effect until modified.

Exhibit "A"

CHILDREN'S SERVICES COUNCIL OF PALM BEACH COUNTY

Charge for Failing to Properly Screen Policy – Resolution #19-020

The CSC provider agency contract contains provisions for screening all staff compensated in whole or in part by CSC must complete a satisfactory Level 2 background screening (as defined in section 435.04, F.S.) and be satisfactorily rescreened every five years thereafter (no later than the end of the preceding five-year period).

In the event a provider commits a "screening trigger event," the Council will assess a one-time charge of \$1,000 per employee per triggering event, from Provider's current month's request to the Council for reimbursement. The process, other than the amount and the one-time nature of the charge, will follow the same process set forth in the General Conditions for late charges. A "screening trigger event" is defined as one of the following with respect to a Provider's employee compensated in whole or in part by the Council:

- a. Failure to complete a satisfactory Level 2 screening for a new employee within 10 business days of hire;
- b. Failure to ensure that a new employee does not have contact with children while awaiting the results of a Level 2 screening;
- c. Failure to properly assess a Level 2 screen such that it is considered "satisfactory" when it does not meet the requirements of 435.04, F.S. (whether for a new or existing employee);
- d. Failure to complete a satisfactory rescreening within five (5) years after the first Level 2 screening or any subsequent 5-year rescreening; or
- e. Failure to immediately address an interim unsatisfactory report obtained from a Screening Agency

This policy is effective October 1, 2019 and shall remain in effect until modified or terminated by the Council.

RESOLUTION #19-020

RESOLUTION OF THE CHILDREN'S SERVICES COUNCIL OF PALM BEACH COUNTY APPROVING ESTABLISHMENT OF CHARGE FOR FAILING TO PROPERLY SCREEN POLICY

WHEREAS, in the past, the Council has approved a late charge policy for funded agencies that fail to timely submit documents (such as fire inspections, insurance policies, or audits); and

WHEREAS, at the present time this charge is \$500 for each month documents are late per program, with the board chair of the agency being sent a letter stating the late charge is being imposed and the agency being required to explain in writing why it was late and what is being done to ensure this will not reoccur; and

WHEREAS, in updating the General Conditions for FY2019-20, staff has clarified the Level 2 background screenings requirements, which has been a requirement for a number of years, as well as adding language as to the steps a Provider must take if an employee is arrested for a disqualifying offense; and

WHEREAS, due to the importance that Provider staff funded by CSC, in whole or in part, need to have a proper and timely Level 2 background screening, a compliance mechanism should be added. Rather than terminating a contract or creating a corrective intervention plan, staff is recommending that a \$1,000 fee be charged per employee for every "screening trigger event".

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF THE CHILDREN'S SERVICES COUNCIL OF PALM BEACH COUNTY, that the Chief Executive Officer is authorized to approve the establishment of a Charge Policy for Failing to Properly Screen (attached Exhibit "A"). This Resolution is effective as of October 1, 2019 and shall remain in effect until modified by the Council.

The foregoing Resolution was offered by Council Member _____ who moved its adoption. The motion was seconded by Council Member

_____ and upon being put to a vote, the vote was as follows:

Thomas Bean
Donald E. Fennoy, II, Ed.D.
Vincent Goodman
Kathleen J. Kroll
Melissa McKinlay
Dennis Miles
Debra Robinson, M.D.
Jose Luis Rodriguez, Esq.
Thomas P. Weber

The Chairman thereupon declared the Resolution duly passed and adopted this 1st day of August, 2019.

APPROVED AS TO FORM AND LEGAL
SUFFICIENCY

CHILDREN'S SERVICES COUNCIL
OF PALM BEACH COUNTY

BY: _____
Thomas A. Sheehan, III
Attorney for Children's Services Council
of Palm Beach County

BY: _____
Thomas P. Weber, Chairman

BY: _____
Lisa Williams-Taylor, Ph.D.
Chief Executive Officer

AGENDA ITEM SUMMARY
August 1, 2019 Council Meeting

AGENDA ITEM: 5B(1)

TITLE: Consent Agenda – Business
Warrants List

CSC STAFF: Debra Heim, Chief Financial Officer

RECOMMENDATION:

I recommend the Council approve the Warrants List, in accordance with the established budgets for each of the expensed items, as presented.

Children's Services Council
Warrants List
August 01, 2019

PO Number	Vendor	Description	Total
PO-19-1364	W.B. Mason	Coffee Supplies	\$224.91
PO-19-1365	American Express - AECPC	L Dias - Travel Expenses - 2019 DCF Child Protection Summit - Orlando, FL 09/04/19 - 09/06/19	\$545.00
PO-19-1366	Anna Stacholy	Amendment HB Mental Health Supervision of Anna Stacholy	\$1,560.00
PO-19-1367	Deidra F Gibson	Mileage - June 2019	\$21.05
PO-19-1368	Office Depot	Office Supplies	\$362.52
PO-19-1369	Amazon	Computer & Desk Supplies	\$140.92
PO-19-1370	American Express - AECPC	R Bazil ALGA - Audit Team Membership	\$300.00
PO-19-1371	American Express - AECPC	B Wagner AEA membership renewal - 2 yr	\$218.00
PO-19-1372	Friends of Foster Children of PBC	2019 Back to School Bash	\$25,000.00
PO-19-1373	Ron Bazil	Mileage - June 2019	\$42.92
PO-19-1374	Kings Tutoring and Mentoring Foundation Inc	HSSF Glades Prom	\$1,500.00
PO-19-1375	Publix Super Markets	Meeting Supplies Council 06/27/19	\$6.58
PO-19-1376	Allison Ronayne	Mileage - June 2019	\$35.03
PO-19-1377	American Express - AECPC	M Pena - Registration - Microsoft Ignite 2019 Orlando, FL 11/03/19 - 11/08/2019	\$2,395.00
PO-19-1378	American Express - AECPC	K Lu AEA Membership renewals	\$109.00
PO-19-1379	Minuteman Press	1500 Entry Agency Cards	\$129.67
PO-19-1380	Amazon	Office Supplies	\$31.86
PO-19-1381	Digital VibeZ	HSSF to support KidsFit Jamathon 2019	\$2,500.00
PO-19-1382	Shana Cooper	Mileage - June 2019	\$54.46
PO-19-1383	Jenessa Delgado	Mileage - May 2019	\$20.07
PO-19-1384	American Express - AECPC	Meeting Supplies book sorting & stickering project	\$55.45
PO-19-1385	LaNita Sanders	Mileage - May 2019	\$93.14
PO-19-1386	Nancy Esparza	Mileage - May 2019	\$42.92
PO-19-1387	John Bartosek	Mileage - May 2019	\$17.92
PO-19-1388	Michelle Gross	Mileage - May 2019	\$105.68
PO-19-1389	Patricia Hahn	Mileage - June 2019	\$7.02
PO-19-1390	Cady Sandler	Mileage - June 2019	\$58.76
PO-19-1391	American Express - AECPC	Employment Ad Director of Program - Professional Diversity Network	\$149.00
PO-19-1392	American Express - AECPC	Employment Ad Director of Program July 2019 with Sun Sentinel/Attribute Publishing	\$1,400.00
PO-19-1393	Charles Palo	Mileage - June 2019	\$112.69
PO-19-1394	Elizabeth Clark	Mileage - June 2019	\$46.87
PO-19-1395	KDT Solutions	Maintenance Call on 2nd floor HP5090	\$90.00
PO-19-1396	American Express - AECPC	L Williams-Taylor - Women's Chamber of Commerce of PBC Annual Membership	\$225.00
PO-19-1397	Kaela Danielle Byers	Support child abuse neglect outcome refinement	\$2,400.00
PO-19-1398	American Express - AECPC	M Guthrie - Travel Expenses - 2019 DCF Summit - Orlando, FL 09/04/19 - 09/06/19	\$908.24
PO-19-1399	FAHSC, Healthy Start Coalitions	FAHSC April 2019 Quarterly Meeting Registration	\$150.00
PO-19-1400	Elizabeth Cayson	Mileage - June 2019	\$121.04
PO-19-1401	LobbyTools	Annual Renewal of LobbyTools Subscription Legislative Updates 09/01/19 - 08/31/20	\$3,950.00
PO-19-1402	Banyan Printing	56,000 Resource Guides - Printing, Z-fold finish, Distribution to 30 PBC agencies	\$11,774.93
PO-19-1403	Office Depot	Office Supplies	\$17.50
PO-19-1404	Amazon	Meeting Supplies	\$10.99
PO-19-1405	American Express - AECPC	"Race Equity 101" book	\$30.78
PO-19-1406	American Express - AECPC	A Heritage - Hotel charges from Disney's Leadership Institute	\$67.26
PO-19-1407	Michelle Gross	M Gross - Travel Reimbursement - EC-LINC Mtg - Washington DC 06/17/19 - 06/19/19	\$106.72
PO-19-1408	Tanya Palmer	T Palmer Travel Reimbursement - EC-LINC Mtg - Washinton DC 06/17/19 - 06/20/19	\$155.54
PO-19-1409	Michael Roedel	Mileage - June 2019	\$42.34
PO-19-1410	John Bartosek	Mileage - June 2019	\$14.29
PO-19-1411	American Express - AECPC	C Potter - Leadership Palm Beach County annual dues	\$150.00
PO-19-1412	American Express - AECPC	R Kurimski - Parking CIO Executive Conference - Miami, FL 06/25/19	\$20.00
PO-19-1413	American Express - AECPC	Stroller Daze sponsorship payment CSC, HomeSafe ELC participation	\$200.00
PO-19-1414	American Express - AECPC	J Coleman - taxi charges BUILD Meeting 2019 - New Orleans, LA 06/24/19 - 06/28/19	\$80.50
PO-19-1415	American Express - AECPC	1000 EveryParentPBC smartphone holders	\$795.00
PO-19-1416	American Express - AECPC	M Roedel - Leadership Palm Beach County Tuition	\$2,380.00
PO-19-1417	Michelle Gross	Mileage - June 2019	\$61.66
PO-19-1418	LexisNexis, a Division of RELX Inc	LexisNexis Annual Subscription renewal - Thomas Sheehan & Shana Cooper	\$120.00
PO-19-1419	American Express - AECPC	D Heim - Registration: Government Finance Officers Association Webinar 07/11/19	\$85.00
PO-19-1420	American Express - AECPC	M Abarca - Travel Expenses - Science-Based Innovation Training June 2019	\$16.00
PO-19-1421	American Express - AECPC	A Esquivel - Rental Car 2019 FRMA Conference - Daytona	\$43.45
PO-19-1422	American Express - AECPC	D Heim FGFOA Membership	\$50.00
PO-19-1423	American Express - AECPC	M Pena - Travel Expenses - Microsoft Ignite 2019 - Orlando, FL 11/03/19 - 11/08/19	\$987.92
PO-19-1424	American Express - AECPC	1000 CSC EveryParent supplies	\$765.00
PO-19-1425	Amazon	Suppiles GII Event	\$12.99
PO-19-1426	Clear Copy	7500 Community Voice Brochures	\$791.00
PO-19-1427	American Express - AECPC	L Dias - Rental Car - 2019 DCF Summit - Orlando, FL 09/04/19 - 09/06/19	\$93.96
PO-19-1428	American Express - AECPC	L Fleischman - Travel Expenses - 2019 DCF Summit - Orlando, FL 09/04/19 - 09/06/19	\$500.00
PO-19-1429	American Express - AECPC	IIA - Annual Audit Group Membership	\$775.00
PO-19-1430	Ideabar	Design updates to Pregnancy Guide	\$2,250.00
PO-19-1431	Lisa Williams-Taylor	Reimbursement Parking - May, June, July 2019	\$14.00
PO-19-1432	Eco-Products PBC	Cups, Plates & Utensils	\$1,880.70
PO-19-1433	Office Depot	Office & CSC Gives Back Supplies	\$328.74
PO-19-1434	W.B. Mason	Coffee Supplies	\$235.90
PO-19-1435	Publix Super Markets	Supplies Communications Division Planning meeting 07/11/19	\$5.92
PO-19-1436	American Express - AECPC	S Davey - PMP Certification Membership Renewal	\$60.00
PO-19-1437	American Express - AECPC	CSC Embosser	\$108.00
PO-19-1439	American Express - AECPC	M Cadet - Travel Expenses - 2019 Homevisiting Summer Institute - Orlando, FL 08/08/19 - 08/09/19	\$373.00
PO-19-1440	Clarissa Pinkiney DeWitt	HB Scholarship Mental Health	\$578.00
PO-19-1441	Kimberly Crystal Jane Small	HB Scholarship Mental Health	\$1,420.00
PO-19-1442	American Express - AECPC	B Halleck - AEA Annual Membership	\$134.00
PO-19-1443	Office Depot	Office Supplies	\$2.64

Children's Services Council
Warrants List
August 01, 2019

PO Number	Vendor	Description	Total
PO-19-1444	American Express - AECPC	CSC Gives Back supplies	\$444.20
PO-19-1445	Center for Child Counseling	Computer Replacement Initiative	\$1,675.00
PO-19-1446	American Express - AEBTA	C Walsh - FLIGHT - Parent Child Home Program Coordinator Training - Charlotte, NC 09/10/19 - 09/13/19	\$439.10
PO-19-1447	American Express - AECPC	CSC Gives Back Supplies	\$1,258.74
PO-19-1448	Palm Beach Newspaper Inc	Employment Ad Director of Program - Palm Beach Post	\$185.00
PO-19-1449	John Bartosek	Meeting Supplies Communication Team Workshop	\$144.00
PO-19-1450	American Express - AECPC	Sponsorship Marketing Table-Teacher Fest-School District of Palm Beach County	\$600.00
PO-19-1451	American Express - AECPC	Hispanic Chamber of Commerce - Membership 01/12/19 - 01/12/20	\$330.00
PO-19-1452	American Express - AECPC	SLIP Parent Teacher Workshop vendor table registration	\$50.00
PO-19-1453	Publix Super Markets	GII Networking Event Meeting Supplies	\$47.63
PO-19-1454	Amazon	CSC Gives Back Supplies	\$251.16
PO-19-1455	Burstein Jon	Mileage - June 18-20, 2019	\$151.20
PO-19-1456	Shaundelyn Emerson	Mileage - June 2019	\$21.69
PO-19-1457	Burstein Jon	Mileage - July 2019	\$81.78
PO-19-1458	American Express - AECPC	J Bartosek, D Heim, D Gotlib - Rental cars FCC Council Retreat - Daytona Beach, FL 7/29-7/31/19	\$443.96
PO-19-1459	American Express - AECPC	L Williams-Taylor, J Bartosek, D Heim, D Gotlib, A Lora, M Gross, C Potter HOTEL 2019 FCC Council Retreat, Daytona 7/29/19-7/31/19	\$2,358.60
PO-19-1460	Amazon.com	Office Supplies	\$94.96
PO-19-1461	Office Depot	Office Supplies	\$31.19
PO-19-1462	Maria A Peralta	Mileage - July 2019	\$58.17
PO-19-1463	American Express - AECPC	Meeting Supplies GII Networking Event 7/19/19	\$577.50
PO-19-1464	Jeffrey Meckler	Mileage - July 2019	\$47.67
PO-19-1465	Luciana Dias	Mileage - June 2019	\$10.73
PO-19-1466	Luciana Dias	Additional Mileage - June 2019	\$11.43
PO-19-1467	American Express - AECPC	GoDaddy Linux Hosting Renewal	\$167.88
PO-19-1468	Elizabeth Clark	Mileage - June 2019 Event	\$47.10
PO-19-1469	Elizabeth Clark	Mileage - July 2019	\$29.06
PO-19-1470	Glades Media Company, LLP	Radio Air Time WWRF Public Education August 13 2019 - September 21 2019	\$3,180.00
PO-19-1471	Glades Media Company, LLP	Radio Air Time WLLY Public Education August 13 2019 - September 21 2019	\$5,100.00
PO-19-1472	IHEART MEDIA dba WBZT WKGR WOLL WRLX WLDI		
PO-19-1472	WJNO IBZT IKGR	Radio Air Time WRLX August 13 2019 - September 21 2019	\$8,745.00

Strong Minds Allocations**Children's Services Council****August 2019**

<u>Warrant</u>	<u>Payable To</u>	<u>Description</u>	<u>Amount</u>
TR-326	LITTLE BEGINNINGS ACADEMY LLC	Reimb Exp May 19 - Sept 19	\$6,322.00
TR-327	ASKA CHILD CARE CENTER, INC	Reimb Exp May 19 - Sept 19	\$6,264.00
TR-328	JM WILSON CORP DBA TWIGGS PRESCHOOL	Reimb Exp May 19 - Sept 19	\$9,187.20

Children's Services Council
Walk-In Warrants List
August 1, 2019

PO Number	Vendor	Description	Total
PO-19-1473	Amazon	Ethernet Pro Switch & supplies Supervisor's Forum	\$288.98
PO-19-1474	Amazon	Cigna Wellness Bonus Supplies & Batteries	\$1,121.91
PO-19-1475	American Express - AECPC	Cigna Wellness Bonus Supplies	\$3,000.00
PO-19-1476	Amazon	HP 43X Toner Cartridges	\$208.13
PO-19-1477	American Express - AECPC	Meeting Supplies HR Interview Panel	\$57.20
PO-19-1478	Adrienne Heritage	Travel Reimbursement - Disney Leadership Excellence Institute - Orlando, FL 06/24/19 - 06/26/19	\$83.00
PO-19-1479	Ana Michelle Abarca	Travel Reimbursement - Science Based Innovation Training - Cambridge, MA 06/03/19 - 06/05/19	\$39.00
PO-19-1480	Raymond Jividen	Facilities Contracted Labor - Blanket FY1819	\$7,500.00
PO-19-1481	Ana Michelle Abarca	Travel Reimbursement - DULCE National Forum - Arlington, VA 05/13/19 - 05/17/19	\$112.14
PO-19-1482	Irene Apolinar	Travel Reimbursement - Build QRIS Meeting 2019 - New Orleans, LA 06/24/19 - 06/29/19	\$155.00
PO-19-1483	American Express - AECPC	A Lora - Travel Expenses - 2019 Homevisiting Summer Institute - Orlando, FL 08/07/19 - 08/08/19	\$311.92
PO-19-1484	American Express - AECPC	S Emerson - Leadership PBC Focus 2020 Registration	\$575.00
PO-19-1485	American Express - AECPC	Meeting Supplies HR Interview Panel	\$57.95
PO-19-1486	Jennifer Coleman	Travel Reimbursement - Build QRIS Mtg 2019 - New Orleans, LA 06/23/19 - 06/27/19	\$182.00
PO-19-1487	American Express - AECPC	J Coleman & I Apolinar - Add'l Hotel charge-Build QRIS 2019 - New Orleans, LA 06/24/19 - 06/29/19	\$332.80
PO-19-1488	Monsido, Inc	Network Tools	\$9,450.00
PO-19-1489	PC Solutions & Integration	Aerohive Wireless Access Point Support Maintenance	\$3,808.00
PO-19-1490	PC Solutions & Integration	Extreme Switch Annual Maintenance Support for Network Infrastructure	\$10,331.04
PO-19-1491	Dell Marketing	SonicWall Annual Support Maintenance	\$2,232.87
PO-19-1492	Solarwinds	Solarwinds Server Application Monitor Annual Support	\$1,242.00
PO-19-1493	Amazing Results Landscaping Inc	Landscape hard cut cabbage palms, live oak, royal palm trees	\$7,140.00
PO-19-1494	Microix	Microix Annual Software Maintenance Support Renewal	\$2,285.00
PO-19-1495	American Express - AECPC	Chamber Back to School Breakfast Meeting 08/20/19	\$45.00
PO-19-1497	Susan Boklaga LMHC	Amendment HB Mental Health Supervision of Anna Stacholy	\$1,560.00
PO-19-1498	Electronic Training Solutions	Lean Six Sigma Yellow Belt Training	\$4,875.00
PO-19-1499	Jeanne Anthony Reid	Travel Reimbursement - FL Sterling Council - Orlando, FL 05/28/19 - 05/31/19	\$222.00
PO-19-1500	South Florida PBS / WXEL	TV Air Time Public Education 08/01/19 - 09/29/19	\$11,340.00
PO-19-1501	Keynote Discovery	Webinar, participant assessments reports Introduction to Insights Discovery Program	\$3,500.00
PO-19-1502	ParentChild	C Walsh - Registration Parent-Child Home Program Training - Charlotte, NC 09/11/19 - 09/13/19	\$500.00
PO-19-1503	Sign-A-Rama	Update Directional Lobby Signage	\$3,868.00
PO-19-1504	Shaundelyn Emerson	Travel Reimbursement - IEL 2019 Nat'l Family Engagement Conference - Reno, NV 07/09/19 - 07/12/19	\$182.00
PO-19-1505	Delores G Haynes	Travel Reimbursement - IEL 2019 Nat'l Family Engagement Conference - Reno, NV 07/09/19 - 07/12/19	\$182.00
PO-19-1506	Jennifer Coleman	Travel Reimbursement - One Goal Summer Conference - Tampa, FL 07/17/19 - 07/19/19	\$126.00
PO-19-1507	Robert Kurimski	Travel Reimbursement - CIO Executive Conference - Miami, FL - 06/25/19	\$58.03

AGENDA ITEM SUMMARY
August 1, 2019 Council Meeting

AGENDA ITEM: 6A(1)

TITLE: **Non-Consent Agenda – Business**
Discussion of the Council’s Role with Respect to the General Counsel

CSC STAFF: Lisa Williams-Taylor, Ph.D., CEO

SUMMARY:

In response to a Council member’s request to have a discussion on this matter, this Agenda Item Summary is being presented for the Council’s consideration and discussion.

The question is whether to change the existing bylaws whereby the General Counsel is hired by and reports directly to the Chief Executive Officer, as with all other CSC employees (Note: any change in the bylaws on this procedure will also require a change to the CEO’s contract). At the June 2019 Council meeting, Thomas Sheehan, General Counsel announced his retirement, as well as his replacement Debra Gotlib, following the provision of the bylaws (Article VIII.2.), which puts employment responsibilities under the Chief Executive Officer (with the exception that the Council hires the Chief Executive Officer).

This procedure is consistent with how other special districts of government operate. For example, in both of the other two large special districts headquartered in Palm Beach County, the South Florida Water Management District and the Health Care District of Palm Beach County, the General Counsel is hired by and reports to the Executive Director (Water Management District) or the Chief Executive Officer (HCD).

This is not the same practice of other large “non-special districts.” For example, the School Board, the County Commission, and such cities as Boca Raton and Delray Beach have the governing board hire the General Counsel. One variation we found is the City of West Palm Beach, where there is a “strong” mayor who selects the General Counsel, subject to ratification by the City Council. Termination of the General Counsel is solely decided by the mayor.

Another item for the Council to consider is the potential for increased liability. While the potential is small, it is worth noting that if the Council chose to change the bylaws to stipulate that the Council hires/fires an additional employee (beyond the Chief Executive Officer), there is an increased liability of individual Council members arising from an employment suit involving the General Counsel. Under the present procedure, the Council is engaged only with the hiring and firing of the Chief Executive Officer, with all other employment decisions, and any potential personal liability, being with the Chief Executive Officer. If a General Counsel is not meeting the needs of the Council as a whole or individual Council members appropriately, that information currently can be provided to the Chief Executive Officer who has the ability to terminate the General Counsel.

Lastly, it is important to note that this position has been changed from General Counsel to General Counsel/ Chief of Legislative Affairs, which may have implications if the reporting structure changes.

AGENDA ITEM SUMMARY
August 1, 2019 Council Meeting

Following the discussion, the Council has three potential options for consideration:

- (1) Leave the bylaws as they are currently with the General Counsel being hired/terminated by the Chief Executive Officer;
- (2) Change the bylaws to include the need for a ratification of the hiring of the General Counsel (termination would be decided by the Chief Executive Officer); or
- (3) Change the bylaws to stipulate that the General Counsel will be hired/terminated by and evaluated by the Council.

Note: Any change to the bylaws requires an affirmative vote of the majority of all members of the Council.

FISCAL IMPACT:

None, if no change is made; unknown depending on the process involved if a change is made.

RECOMMENDATION:

Staff recommends making no change to the current bylaws, i.e. the CEO will continue to have the authority to hire/terminate the General Counsel.

CEO Report

August 1, 2019

Chief Executive Officer Report

Follow-Up Items

Follow-Up to May 23rd, 2019 Council Meeting

In response to questions raised during the Annual Child Outcomes Dashboard Presentation, below is an analysis of correlations between birth outcomes and verified findings of abuse and neglect (CAN).

In response to the discussion about CSC's use of an intent to treat approach to measuring child outcomes, CSC staff are exploring and refining how the child outcomes are measured. These refinements will be shared at the next presentation of our child outcomes.

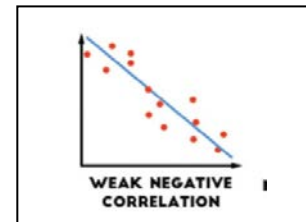
Question: Is there a correlation between birth outcomes and verified findings of child abuse and neglect (CAN)?

Correlation Answer: **Yes**

There is a statistically significant but weak, negative correlation between birth outcomes and CAN.

Data set includes:

1. PBC DOB from Jan 2009-Mar 2019 (n=145,735)
2. Match to DCF investigation date and finding (if any)
 - a. n=20,592 or 14% investigated
 - b. n= 5,267 or 3.6% with a verified investigation finding



What does this mean?

1. There is a correlation between birth outcomes and CAN
2. This correlation is significant (e.g. not random)
3. It is an inverse correlation- if there is a poor birth outcome, there is greater likelihood to be a CAN verified finding. If there is a positive birth outcome, a child is less likely to experience a CAN verified finding.
 - a. It is a weak correlation-while associations are present, there are numerous other, more significant factors that predict and more so impact whether a child experiences a verified finding of abuse and neglect. The factors that impact birth outcomes highly overlap with factors that impact abuse and neglect

Inferences

1. While we know some of the additional predictors of CAN (income, teen mother, marital status, etc.), there is much that we don't measure in terms of what impacts the outcome of CAN. This is an area of exploration around how we measure the outcome.
2. Our outcomes are connected in that when we invest early in birth outcomes, we are making an investment in prevention of abuse and neglect.

Follow-up to June 27th, 2019 Council Meeting

A request was made to create a process whereby individual Council Members could submit questions on agenda items and have them answered prior to the Council meetings. In response, we have created an email address specific for this purpose. Once the Council meeting packet is mailed, Council members who have questions can share them via Agendaitem@cscpbcc.org. This email address will be sent with the meeting packet one week prior to the scheduled meeting. Once a question is received, staff will work on getting the answer and then send it out to all members prior to the meeting. The only time this will not happen is if the request comes in too late or if the time to collect the information takes up until the next meeting occurs. In this rare occurrence, we will have the answer(s) brought to the Council meeting. Please remember the Sunshine Law and do not "reply all" if you have additional questions when we send out the answers. Please submit additional questions via this new email address.

As for other periodic questions or requests for information that come from members not specific to an agenda item, if the Council member wants the information shared on their behalf, we will include this in future CEO reports as has been our agreed upon practice over that past few years.

Follow-up to Council Members Requests for Information:

Question: How many media contracts are there? Please create chart listing each, their target audience and message/purpose, amount of contract, dates of contract, metrics that indicate success.

The following chart lists the 11 current media contracts, target audience, message/purpose, dates of contract, and YTD expenses. Media "reach" metrics that demonstrate success have been provided quarterly to Council since 2013, and are included at the end of the CEO Report for today's meeting.

Audience Metrics:

- Radio stations we contract with that broadcast in Haitian Creole and Spanish, as well as in the Glades area, do not subscribe to Nielsen Company ratings. Therefore, no audience metrics are available for those stations. We believe it is crucial to contract with Spanish- and Creole-speaking stations, as well as those that broadcast to Glades families specifically, despite the lack of metrics comparable to other stations.
- Public TV (WXEL-PBS) also does not provide audience metrics. We believe it is crucial to contract with PBS outlets despite the lack of metrics because national Nielsen reports show that PBS stations reach more moms with young children, more Hispanic moms with young children, and more moms of young children in low-income homes than any other kids TV network. We recognize the lack of metrics diminishes the "reach" metric.

Success Metrics:

- Media contracts support the Communications Division’s annual goal, to refine and advance Public Education/Awareness Campaigns. The media contracts used are effective in supporting that goal.
- The two primary messages are:
 - Increase awareness of CSC and the Healthy Safe & Strong brand. Awareness of CSC is measured through countywide surveys; The most recent 2018 survey found that 67% of families surveyed are aware of CSC. Further, 74% of EveryParent users and 54% of non-EveryParent users rated Children’s Services Council as very trustworthy.
 - Increase the number of accounts in the EveryParent campaign. The media contracts used are effective in supporting that goal as well. Since July 1, 2018, EveryParent accounts increased 84.5% from 5,446 on July 1, 2018, to 10,049 on July 1, 2019. Current accounts represent 14,561 children registered.

Number	Vendor	Type	Dates	Audience	Message	YTD Cost	YTD Reach
1	Hubbard Media (5 stations)	Radio	Annual	All Families	CSC Brand & Every Parent		
2	Sugar Broadcasting LLC	Glades Radio *	May 19 - Sept 19	Glades Families	CSC Brand & Every Parent		
3	JC Radio Group Inc	Creole Radio *	May 19 - Sept 19	Creole-Speaking Families	CSC Brand & Every Parent		
4	Q Broadcasting Corp Inc	Spanish Radio *	June 19 - Sept 19	Spanish-Speaking Families	CSC Brand & Every Parent		
5	Friends of WLRN Inc	PBS Radio	Nov 18 - Jan 19 and May 19 - June 19	All Families	CSC Brand & Every Parent		
TOTAL RADIO						\$ 141,768	3,194,000
6	South Florida PBS Inc	PBS TV	Nov 18 - April 19 and May 19 - June 19	All Families	CSC Brand & Every Parent		
TOTAL TV						\$ 29,880	NA
7	Pandora Media Inc	Digital Radio	Nov 18 - Dec 18 and June 19 - Aug 19	All Families, Hispanic Families	CSC Brand & Every Parent		
8	Ideabar	Digital Ads	Annual	All Families	CSC Brand & Every Parent		
TOTAL DIGITAL						\$ 112,082	7,048,390
9	OUTFRONT Media	Coastal Billboards	Annual	All Families	CSC Brand & Every Parent		
10	Carter-Pritchett Advertising	Glades Billboards	Annual	Glades Families	CSC Brand & Every Parent		
TOTAL BILLBOARDS						\$ 220,537	77,494,613
11	Screenvision Direct	Theater	Dec 18 - Jan 19 and June 19 - July 19	All Families	CSC Brand & Every Parent		
TOTAL THEATERS						\$ 23,137	326,289
NOTE: Quarterly and YTD metrics on reach/engagement also are provided in CEO Report							
* Recent 30-minute programs included access to Voluntary Pre-Kindergarten (VPK) programs, child care and summer food sites.							

Question: If we have a \$7 million increase in Ad Valorem revenue with the millage rate at .6403 due to property values increasing, why is there a need to increase the millage rate?

Revenues

Ad Valorem Taxes are projected to increase \$6.9 million in fiscal year 2019/20 vs. fiscal year 2018/19 with the millage rate of .6403 and a 6% increase in property values.

There are two significant factors projected that will reduce total revenues in fiscal year 2019/20.

1. Grant income is anticipated to be at least \$1.3 million lower in fiscal year 2019/20 vs. fiscal year 2018/19 due to Florida’s Health Start Coalition pricing redesign. There is still uncertainty around this projection which could mean the revenue projected may not be attained.

2. In the Revenue section of the budget, the line item titled "Cash Balance Brought Forward" represents the anticipated/budgeted use of Fund Balance dollars. The Council is anticipating using less Fund Balance in fiscal year 2019/20 (\$9.5 million) than had been budgeted for fiscal year 2018/19 (\$12.2 million), a reduction of \$2.7 million in revenue for fiscal year 2019/20.

Over the past seven years, the Council has been intentionally decreasing its Fund Balance by using dollars in Fund Balance to support program expenditures to meet needs in the community. To remain within the current Fund Balance policy, the amount included in the 2019/20 budget is the maximum Fund Balance that can be utilized in fiscal year 2019/20.

One additional area of uncertainty is with the Interest Income projection due to declining rates.

To summarize, although Ad Valorem Taxes are projected to increase \$6.9 million, total revenues are only anticipated to increase \$3.1 million and at this time, there is some uncertainty around the revenue projections for Grant Income and Interest Income.

Expenditures

Expenditures in total will increase by \$3.1 million. Of the \$3.1 million increase in expenditures, \$2.3 million is for Direct Children's Programs, both expansions of existing programs and new community needs. This includes program cost drivers of 3% for salaries and 10% for health insurance.

Support services and Administrative expenses are each increasing approximately \$300,000. This is largely due to a 4% merit and 0.5% promotional increase pool for CSC staff performance evaluations and promotional increases as well as a projected 10% increase in health insurance.

Non-Operating expenses increased by \$200,000 for fees related to the Property Appraiser and Tax Collector.

To summarize, the \$3.1 million increase in expenditures is detailed as follows:

1. Direct Children's Programs	\$2.3
a. Cost Drivers	\$1.3
b. New Programs	
i. Community Based Supports	\$0.3
ii. TMW: Home Safe, add'l staff	\$0.2
iii. TMW: Baby consultant advisor	\$0.1
c. Expanded existing programs	
i. Mentoring-United Way	\$0.3
ii. DOH-Healthy Beginnings, 1 nurse	\$0.1
2. Support Children's Programs	\$0.3
3. Administrative Expenses	\$0.3
4. Non-Operating Expenses	<u>\$0.2</u>
Total	\$3.1

Staff recommendation was to increase millage 1.47% (from .6403 to .6497) to provide an additional \$1 million for possible Program services. Recent requests have been:

1. New Mentoring (United Way) \$0.4

United Way released their Request for Application for Mentoring that will result in 3-year contracts. While several new programs were able to receive funding as a result of the increase we provided in the base allocation, the funding level was not sufficient to cover all of the children that programs proposed to serve. Additional funding could result in as many as 260 additional children to be served.

2. Child Find/Assessments \$0.5

Currently, almost 3,000 children ages 3-5 year olds are awaiting evaluations from Child Find. Should funding become available, staff will explore the possibility of expanding the Early Intervention Assessment Team (EIAT) to assist with the demand for evaluation services from Child Find.

3. Expanded Learning Opportunities (ELO) for summer programming \$0.1

For the past three years, funding had been available to allow PrimeTime to coordinate ELO for the summer camps participating in the Youth Services Department (YSD) Summer Program. This has allowed summer camps to offer increased enrichment experiences to the 4,000 children participating in the programs. YSD had the capacity to provide funding in FY 2016-17 and the current summer; CSC used under expenditures to cover ELO for FY 2017-18, as YSD did not have the capacity to do so. YSD has indicated they will not be able to continue to fund PrimeTime to provide ELO to the summer camps.

Events

CSC Staff Volunteers at CROS Ministries

23 CSC staff members joined efforts with CROS Ministries and visited their warehouse facilities volunteering to sort canned goods that will be distributed to several food pantries in Palm Beach County.



Communications Update

Counseling/Mental Health
The Children's Behavioral Health Collaborative is a free established local agencies that each offer unique services for children with behavioral, emotional or mental health issues. To make an appointment, call 561-366-9400 or learn more at www.bhcollaborative.org/health-fair.
Palm Beach County Youth Services Department offers individual therapy, family therapy, group therapy and parent education through its Youth and Family Counseling Program. Learn more at 561-248-5718 or www.pbccsc.com/youthservices/parenting.
Counseling for Parents & Young Children provides free sessions for pregnant moms, new parents, young children and families. Families can gain access to these services after meeting with HomeSafe at 561-383-9679.

Safety
Safe Kids Palm Beach County helps families protect children from preventable injuries. Safe Kids offers safety presentations, car seat checks and helmet fittings. Learn more at 561-641-3300.
The Drowning Prevention Coalition of Palm Beach County educates families about water safety and basic rescue techniques. Every August 1, coaches are available to engage children for free, no-cost, one-on-one swim lessons. Learn more at 561-416-7008 or www.pbccpsc.org/dpc.
The SafeMap App is a free app that provides location in Palm Beach County for car seat checks, helmet fittings, swim lessons and drop-offs for unsecured prescription pills. SafeMap is available at the app store and Google Play Store.

Special Needs
The Healthy Beginnings System—a collection of 32 programs in the county—provides free services for children up to age 5 with developmental concerns. Among the programs are Early Steps and First Step to Success. To see what program might be a good fit, call HomeSafe at 561-383-9679.
Child Find is a free service for children with special needs ages 3 to 6 who are not enrolled in public schools. Offered through the Palm Beach County School District, children are identified to services to help them thrive. Learn more at 561-434-7337 or www.palmbeachschools.org/learn/find-us.
FAD CARD (Center for Autism and Related Disabilities) provides screening, training and support for families of children with autism and related disabilities. Learn more at 561-297-2055 or e-mail card@fas.edu.

Other Community Resources
211 Palm Beach/Treasure Coast has specialists working 24/7 to provide information on available social services and community services. Resources include food assistance, medical clinics, housing assistance and teen programs. Calls are free and confidential. When you have a question, call 211!
ADULT – To report a child, call the Department of Children & Families Abuse Hotline at 1-800-962-8873. For advice or to seek shelter, call Aid for Victims of Domestic Abuse at 1-800-355-6547.
ADULT – To report a child, call the Office of Vital Statistics at 561-837-5847 or order online at www.eidbills.com.
ADULT – To learn how to get it, call the Palm Beach County Clerk & Comptroller Self Service Center at 561-255-2048.
ADULT – If you need help collecting child support, call the Florida Department of Revenue at 1-850-488-5347.
ADULT – Call the Alliance for Strong Employer Awareness at 561-648-0900.
ADULT – Are you a grandparent or other relative taking care of a child and need legal help? Try the Relative Caregiver Project at Legal Aid Society of Palm Beach County at 561-455-8984.
ADULT – Does your child need a mentor or do you want to become one? Call the Mentor Center of United Way of Palm Beach County at 561-375-6838.
ADULT – Call 211 at any time for free crisis counseling and suicide prevention assistance.

2019 EveryParent Resource Guide

Other counseling resources:
Jerome Golden Center for Behavioral Health 561-393-9000
Mental Health America of Palm Beach County 561-951-8337
National Alliance on Mental Illness (NAMI) 561-588-3477

Other resources:
Florida Poison Information Center 1-800-622-1222
Palm Beach County Substance Awareness Coalition 561-274-7627
Safety Council of Palm Beach County 561-845-8233

Agency for Persons with Disabilities 561-837-5564
United Way Children's Foundation 561-620-9337
United Way Special Needs 561-275-4030
Childs Care Help 561-640-2092
Special Needs Hotline 211

New CSC Resource Guide Launched

CSC began distributing the new 2019 Resource Guide in July. The Resource Guide will replace what was known as the Family Guide, and complements the Baby Guide (2018) and Pregnancy Guide (2019). It highlights nine areas – pregnancy,

development/medical care, child care, parenting, counseling/mental health, safety, special needs and important phone numbers. The Resource Guide will be available in English, Spanish and Creole. The English version of the brochure is being distributed to 35 programs and locations now, and the Spanish and Creole versions will be printed in about a month. More than 50,000 copies have been printed. Council Members who would like additional copies may receive them after today's meeting.

Summer Pool Parties



The first of our two summer pool parties was on Saturday, June 23, at Pioneer Park in Belle Glade and we had the best turnout yet for the event. The 4th annual Summer Safety Celebration drew between 600 and 800 children and parents. About 50 children were registered for free swim lessons courtesy of the Drowning Prevention Coalition of Palm Beach County. Safe Kids Palm Beach County provided free bicycle helmets. In addition, we had nine other nonprofits and government agencies participate as vendors including BRIDGES, Early

Learning Coalition, HomeSafe, Palm Beach County Fire-Rescue, Glades Initiative, Lutheran Services of Florida, 211, Lake Okeechobee Rural Health Network and the Health Care District. Attendees received free Subway sandwiches and free Blue Bell Ice Cream treats courtesy of our partner Hubbard Media, home of X 102.3 FM. The second pool party will be on Saturday, August 3, at Lake Lytal Park in West Palm Beach, and Council Members are invited to attend.

Health Fair with Caridad Center, El Bodegón Supermercado



We had a strong turnout of more than 100 families July 6 at the “Feria de Salud” Health Fair sponsored by Caridad Centers and El Bodegón stores. We distributed all 100 Spanish books we brought to the event in Lantana. Representatives from the Guatemala Consulate requested Spanish books and resource materials to share with families who come to their offices for assistance. El Bodegón posted on Instagram with Communications Specialist Liz Cayson, and thanked all the different entities and nonprofit organizations for participating in the resource fair.

Many young moms and pregnant women were excited about the information on ELC, kindergarten readiness and summer programs in the EveryParent app. Grandparents who care for grandkids after school also were interested in swimming vouchers. We distributed all the Spanish-language materials we brought on programs. One school psychologist took one copy each of our Healthy Beginnings rack cards. One Colombian mom shared the EveryParent app card on her social media with other moms. Thank you to Safe Kids staff for joining us at the event.

Additional Spanish radio ads

We shared last month the information on 30-minute programs launched on WPSP, the longest-operating Spanish-language radio station in the market, as well as WPOM, one of three Haitian-Creole stations in the county, and WSWN, known as Sugar 900 Radio, which broadcasts solely in the Glades. In August we will expand with Spanish-language radio ads on iHeart Radio station Mia and Glades Media group Radio Fiesta and La Ley.

Additional summer reading book distribution

As part of our summer reading campaign, about 12,700 books were distributed to more than 70 sites throughout the county in the past two months. This includes:

- About 6,600 books to the Palm Beach County Food Bank for the children participating in the Food4OurKids program. Food4OurKids provides backpacks filled with food for children to eat on the weekends. Each child received one book in June and one book in July.
- About 600 books to the United Way for distribution through FLIPANY (Florida Introduces Physical Activity and Nutrition to Youth). FLIPANY has 12 spots in the Glades area. The program fights childhood obesity and hunger by focusing on healthy food preparation, food security, physical education and work-site wellness.
- More than 3,300 books to 11 Boys & Girls Clubs camps so they could hold summer reading book fairs.
- Books were distributed at a summer reading event at the Loula V. York Public Library in Pahokee, the summer camp at the Carolyn Sims Center in Boynton Beach, and at the Palm Beach County’s Youth Services Department Summer Spelling Bee at the Florence De George Boys & Girls Club in West Palm Beach.

In addition to the books given out so far:

- About 400 books have been set aside for four Little Free Libraries that will be unveiled soon at parks in Riviera Beach.
- Another 3,000 books have been set aside for the Holiday Distribution in the Glades area organized by the League of Cities.

Youth Services Department County Spelling Bee



CSC again participated in the Summer Spelling Bee by providing a free book and yellow CSC drawstring bag to about 470 children. CSC Program Performance Officer Alexandra Peralta served as a judge for the spelling bee. Also there promoting CSC was DJ Reggie Dee from X102.3, one of our Hubbard Media partner stations.

Graphics updated on social media channels

We recently updated the CSC graphics for our accounts on Facebook, Twitter and YouTube. Changing them all gives us the opportunity to standardize the look and feel of those channels, and develop a consistent approach to further updates that reflect different age ranges, races and genders on all three channels. The bold, vibrant red background will change out in future months to match new monthly topics, such as green for mental health month, blue for child abuse prevention month, and purple for domestic violence awareness month.

Facebook:



Twitter:



YouTube:



Q3 FY 2018-2019 Media Expenditures Report

Per Council Resolution # 18-015 adopted August 2, 2018, the charts below summarize third quarter (Q3, April 1, 2019, through June 30, 2019) and year-to-date media expenditures by Children's Services Council. Audience data are based on measurements provided by the medium to any advertiser in that medium.

Definitions for charts:

- Print: Circulation multiplied by number of ads, and targeted email blasts recipients
- TV: Unduplicated number of individuals or households exposed to TV ad or program at least once during the average week for a reported time period.
- Radio: Net Reach = The number of different people who hear the message at least one time
- Theater: Average number of viewers per seating during the ad campaign period.
- Billboards: OOH = out of home ad views based on location and traffic patterns
- Digital: Includes ad placement on multiple websites, geotargeting (theaters), and Pandora audio and banner ads.
- Social Media: Paid (promoted) posts on Facebook, and Twitter and YouTube reach.

Media Expenditures			
Q3, FY 2018-2019			
Medium	Cost	Audience Reached	Per Target
Print	\$ -	0	-
TV (No metrics - PBS only)	\$ 10,080	0	-
Radio	\$ 54,040	1,131,800	\$ 0.048
Radio (No metrics - Span, Cr, Glades)	\$ 14,100	0	-
Theaters	\$ 6,877	74,289	\$ 0.093
Billboards	\$ 76,505	22,255,024	\$ 0.003
Total Digital	\$ 58,932	3,740,635	\$ 0.016
Total Paid Social Media	\$ 14,526	963,768	\$ 0.015
Total/Average	235,060	28,165,516	\$ 0.008
YTD Media Expenditures through June 30, 2019			
Medium	Cost	Audience Reached	Per Target
Print	\$ 11,023	102,183	\$ 0.108
TV (No metrics - PBS only)	\$ 29,880	-	-
Radio	\$ 141,768	3,194,900	\$ 0.044
Radio (No metrics for Span, Cr, Glades)	\$ 14,100	-	-
Theaters	\$ 23,137	326,289	\$ 0.071
Billboards	\$ 220,537	77,494,613	\$ 0.003
Total Digital	\$ 112,082	7,048,390	\$ 0.016
Total Paid Social Media	\$ 67,019	4,605,215	\$ 0.015
Total/Average	\$ 619,545	92,771,590	\$ 0.007

Awards and Recognitions



CSC Receives 2019 National Cigna Honorable Culture of Well-Being Award

Children's Services Council of Palm Beach County is honored to have been selected to receive the 2019 National Cigna Honorable Culture of Well-Being Award® for creating an outstanding culture of well-being.

The National Cigna Honorable Culture of Well-Being Award® is a distinct national honor created to recognize an organization that is positively impacting the overall health and well-being of its employee population. This award acknowledges that well-being programs are really about a culture optimization. CSC has demonstrated that creating a culture of well-being goes beyond providing programs that promote health, it's a commitment to improving health — and a plan to make it a way of life. CSC's wellness programs motivate and inspire team members to take action to feel and perform at their best, and the programs contribute towards lowering total benefit costs. The National Cigna Honorable Culture of Well-Being Award® recognizes employers who actively and positively impact the overall health and well-being of their team members.

The National Cigna Honorable Culture of Well-Being Award® criteria is as follows:

LEADERSHIP Recognizing the involvement and commitment of leadership and management to health and well-being.

FOUNDATIONS Recognizing individual and environmental influencers promoting health and well-being.

PROGRAM IMPLEMENTATION Recognizing a scope of program offerings across total well-being needs, interests and preferences.

TOOLS Recognizing methods that promote and motivate health and well-being, including incentives and communication strategies.

PARTICIPATION Recognizing participation and engagement in health risk identification, health maintenance and health improvement activities.

Staff Accomplishments

Employee Service Award



Shelley Parker, celebrated her 10-year anniversary with CSC in July. The Council congratulates Shelley and thanks her for her 10 years of service!

The Council congratulates other staff members celebrating service anniversaries this quarter (April through July, 2019):

NAME	YEARS OF SERVICE
Tania Lago	21
Maria Ianazzi	18
Jay Ackerman	16
Shana Cooper	13
Mike Modica	12
Paulina Rudzinska	12
Alissa Scuderi	11
Marsha Guthrie	11
Vanessa Deilks	9
John Bartosek	8
Susan Simmans	8
Debra Gotlib	7
LaNita Sanders	7
Isandra Zayas	7
Irene Apolinar	6
Chris Jacob	6
Charles Beneby	6
Jeff Earles	6
Rhonda Throop	4
Andree Brown	3
Miguel Peña	1
Mirva Cadet	1
Nancy Esparza	1

Reminders

September 12, 2019

4:30 pm – Council Meeting

5:01 pm – First TRIM Hearing

September 19, 2019

5:01 pm – Second TRIM Hearing

*Short Council meeting immediately following